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Restoring Trust: Royal Summit Strengthens Fair Trade Accountability

Growing coffee company outlines new initiatives to ensure transparency and ethical sourcing

SEATTLE – December 27, 2025 – Royal Summit has announced new initiatives as part of its [Code of Conduct and Leadership](#) framework, reinforcing its commitment to ethical sourcing and fair trade practices. This initiative reflects a company-wide effort to ensure employees and stakeholders are aligned with the coffee company's standards for transparency, accountability, and consumer safety.

To ensure these standards are met, Royal Summit will implement the following measures:

- Daily audits to verify ethically sourced, fair-trade coffee
- Comprehensive review of leadership and supply chain partners
- Increased transparency across all stakeholder communications

Royal Summit will conduct ongoing audits and documentation to maintain ethical sourcing standards and ensure safe working conditions throughout its supply chain. These efforts are designed to protect both consumers and employees while reinforcing operational accountability.

The announcement comes after an internal investigation found that coffee beans were sourced through third-party suppliers that did not meet the company's fair trade standards. As a result, immediate action is being taken to address these gaps and rebuild trust with customers, employees, and partners.

“Our priority is restoring trust through transparency, accountability, and ethical sourcing so every customer can enjoy coffee with confidence,” CEO Rocky Anderson said.

Founded in 2024, Royal Summit has quickly grown into a nationally recognized brand, reaching nearly 50 percent of U.S. consumers through retail and online distribution channels. The company remains committed to strengthening its sourcing practices and long-term sustainability efforts. For more information on sustainability and fair trade initiatives, visit www.fairtradecertified.org.

Media Contact:

Greg Fontanilla
Gfontanilla24@gmail.com
(310) 555-5555